nicelings

Because kindness matters.

You purchase a drink as a gift.
We work out who gets
that drink based on your
location, selected causes & other
user's kindness rating

Sign up | Log in

By signing up, you agree to
our Terms and Privacy Policy

f Sign up with Facebook

OR

Sign up with your email

First name

Last name

Email address

Only your first name will be visible
to other users

Create a password (min. 8 characters)

Continue

Screen 1:
nicelings
Because kindness matters.

Screen 2:
You purchase a drink as a gift. We work out **B2** ets that drink base ... your location, selected causes & other user's kindness rating
Sign up **CTA** Log in

Screen 3:
H3 our details
By s... **S** ... you agree to our T... d Privacy Policy
f Sign up with Face **B2**
OR
S **B2** with your email
First name
La **F**
Email address
Only your fir... **S** ... will be visible to ...ers
Create a password (min. 8 characters)
Continue **CTA**

What causes are you passionate about?

We use this to determine which charity your drink purchase benefits

Please select up to 3 - you can always change them later

✔ Women's Advocacy   Health

Homelessness   Animals

✔ Education / Training

✔ Clean Water & Sanitation

Children & Youth   Environment

Arts & Humanities

Confirm

---

nicelings

Hello & welcome!

Thank you for joining, you are now able to give & receive acts of kindness from others!
Would you like to kick things off by getting someone a lovely cup of coffee today?

I would love to!

Your nearest coffee shop

< **Verify your email**

Please check your email

We have just sent you an email with a unique 6 digit code, once you have the code, please enter it below

Enter code here

Resend code

Haven't received the email? Please check your junk email folder

Submit

Screen 1

What causes are you passionate about?

(H1)

We use this to determine which charity your drink purchase benefits *(B)*

Please select the causes you can always change them later *(S)*

- ✔ Women's Advocacy
- Health
- Homelessness
- Animals
- ✔ Education / Training
- ✔ Clean Water & Sanitation *(L)*
- Children & Youth
- Environment
- Arts & Humanities

Confirm *(CTA)*

Style so there is one extra row just incase the content wraps

Screen 2

nicelings

Hello & welcome! *(H1)*

Thank you for joining, you are now able to give & receive acts of kindness from others!
Would you like to kick things off by getting someone a lovely cup of coffee today? *(B)*

I would love to! *(CTA)*

Your nearest coffee shop *(H2)*

Same height

Espresso	+
Americano	✔
Confirm	

Screen 3

Verify your email *(H3)*

Please check your email *(H2)*

We have just sent you an email with a unique 6 digit code, once you have the code, please enter it below *(B)*

Enter code here *(F)*

Resend code *(L)*

Have you not received the email? Please check your junk email *(S)*

Submit *(CTA)*

Inappropriate message	✔
I was spammed	
I prefer not to say	
Hide	

The Passage | Project Waterfall
Trees for Cities
The Baytree Centre

Gift a coffee? **Gift**

Drinks history
Bought | Redeemed

Screen 1

Gift someone a lovely cup of coffee now?

Remember, those who give, gets!

Yes please!

We will charge **£3.50** to your nominated account when you confirm.

Or, select the number of people you would like to gift a cuppa to

− 3 +

We will charge **£11.50** to your nominated account when you confirm.

Confirm

Screen 2

Nicelings
2 x gift drinks purchase

✉ Email

💳 Card number

📅 MM / YY   🔒 CVC

Remember me

Pay £ 7.00

We will charge **£11.50** to your nominated account when you confirm.

Screen 3

100% 19:20

nicelings

Voilà !
A nice cuppa is on their way to 3 lucky people!

Best of all, a portion of the money you just spent will now go towards the following charities

The Baytree Centre   The Passage

Project Waterfall

Thank you for your generosity 😊

Your nearest coffee shop

Gift someone a lovely cup of coffee now?

H1

Remember, those who give, g **B**

CTA Yes please!

We will cha 50 to your nominated account **S** when you

Or, select the ber of people you wo **H2** like to gift a cuppa to

− 3 +

We will e **£11.50** to your nominated account **S** when firm.

Confi **CTA**

Nicelings
2 x gift drinks purchase

✉ Email

▭ Card number

📅 MM / YY   🔒 CVC

Remember me   ⬤

Pay £ 7.00

We will charge **£11.50** to your nominated account when you confirm.

---

nicelings

Voilà !
A nice cuppa is on the **H1** way to 3 lucky people!

Best of all, a po ion of the money you just spent w **B** go towards the following cha

The Ba tree Centre   The Passage

L

Pr Waterfall

Thank you for your generosity 😊

Your near **H2** offee shop

Screen 1 (Map view):

Search here

A5200

Caversham Rd

A503

sford St

Screen 2 (Map view with popup):

F

Search h...

A5200

L

The Cavendis... >

Caversham Rd

sford St

A503

Screen 3 (List of cafes):

H3

st of cafes

The Cavendish Room

58 New Cavendish St, M...bone...

0.4 miles away

B

L

H2

M...se & Morgan

42 Gloucester Ave, London NW1 8JD

1.0 miles

S

Cl...

Screen 1 (left)

Melrose & Morgan

Closed | Website

Directions
42 Gloucester Ave, London NW1 8JD
1.0 miles away

Looks like your next free drink is still on it's way!
In the meantime, why not make someone else's day?

I'm feeling nice today

Screen 2 (middle)

Melrose & Morgan

Closed | Website

Directions
42 Gloucester Ave, London NW1 8JD
1.0 miles away

Select the drink you want to redeem, tap 'confirm' to proceed

Espresso +

Americano ✓

Confirm

Screen 3 (right)

Melrose & Morgan

Please scan QR code to redeem

Selected: 1 x Espresso

Change

Screen 1

Melrose & Morgan

(L) Cl(L)site

Directions
42 Gloucester Ave, London NW1 8JD
1.0 miles away

Looks like (H2) **ur next free drink is s** on it's way!
In the meantime make someone else's

(B)

I'm feeling nice to (CTA)

Screen 2

(H3) **Melro** Morgan

Closed (H3) Website

Direc (B) s
42 Gloucester Ave, Londo
8JD
1.0 miles away

Select th **drink you want to redee** (H2) **p 'confirm' to proceed**

Espres (H4) +

Americano ✓

Confirm (CTA)

Screen 3

Melrose & Morgan

Please scan QR code to (H1) **edeem**

Selected: 1 x Es (H2) o

Change (CTA)

Melrose & Morgan

Success! Your espresso is on its way!

Please show this screen to the store staff as proof of redemption

While you wait for your espresso, why not pay it forward and make someone else's day?

I would love to!

---

nicelings

Hope you enjoyed the espresso!

Why not drop the sender a nice thank you note to show them your appreciation?
You should be able to see them in your inbox now.

Go to my inbox

...but there's more!

You have just helped the sender contribute towards causes they cared about, benefiting the following charities

The Baytree Centre   The Passage

Project Waterfall

You too can give towards causes by simply buying a cup of coffee now!

See more

H3

Success! Your espresso is on its way!

H1

S

Pl*** *** this screen to the store staff as proof of *** ***tion

While you wai* f** your espresso, why not pay it fo**** **nd make someone els* ***y?

B2

I would love to

CTA

---

nicelings

Hope you enjoyed the espresso!

H1

Why not drop the sender a nice thank you note to show them your appreciation?
You should be **** to see them in your inbox now.

B

Go to my inbox

CTA

...bu**** **re's more!

H2

You have just helpe**** *** sender contribute toward**** *** they cared about, benefiting th* ***lowing charities

B

The Ba**** Centre   The Passage

Projec**** ***erfall

L

You too can give towards causes by simply buying a cup of coffee now!

See more

CTA

Screen 1

Samuel2 — Just now
Just bought you a drink, why not say thanks?

S

Lisa3 — ago
Had just enjoyed the drink you bought for them! Why not say hello?

3 days ago
ate it! Made my day!

Report **Hide**

Jonas1 — 16 days ago
↩ That's my loc...ir Sunday roast is excellen...should catch...

B

Julie7 — Nov 12
↩ it would be great to catch up! My email is julie@test.com, drop me a...

Screen 2

Inbox

✕

H2

H... ...mma2

Can you please tell us why you want to hid... ...conversation with Emma...
You will no longer be able to talk.

B

Inappropria...essage H4 ✓

I was spammed

I prefer not to say

CTA **Hide**

Julie7 — Nov 12
↩ it would be great to catch up! My email is julie@test.com, drop me a...

Screen 3

S... H3 Send

S
...tion starters you might like to use

Thank you Samuel! How is your day going?

Start writing y...ssage or use one of the conversation ...bove...

S

Selug I Nice

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

123
SwiftKey

Screen 1 (Chat):

Jonas1

Hi Lisa, good morning. Thank you for the coffee!
Nov 15

You are welcome! Someone bought me one and I thought it would be nice for me to get someone else one 😊.
Which coffee shop did you go?
29 days ago

Oh, how lovely! I went to the Elgin, great coffee and really nice staff – didn't realise how close it was to my flat!
17 days ago

That's my local! Their Sunday roast is excellent. We should catch up sometimes!
16 days ago

Write message

Screen 2 (Map):

Jonas1

The last time your path crossed
Near Baylis Road, SE1 London
10 days ago

What they are passionate about

✔ Women's Advocacy

Homelessness

✔ Education / Training

Screen 3 (Summary):

Summary

You currently have
3 free drinks
First of which expires on 21/01/2017 12:36

Your generosity had benefited the following charities and projects

The Passage | Project Waterfall

Trees for Cities

The Baytree Centre | + load more...

Gift a coffee? | Gift

Drinks history

Bought | Redeemed

Screen 1 (Chat):

Jona[...]

Hi Lisa, good morning. Thank you for the coffee!
Nov 15

You are welcome! Someone bought me one and I thought it would be nice for me to get someone else one ☺. Whi[...] ffee shop did you go?
29 da[...]

Oh, how lovely! I went to the Elgin, grea[...] ee and really nice staff – didn[...] ise how close it was to my flat!
17 days ago

That's my local! Their Sunday roast is excellent. We should catch up sometimes!
16 days ago

Wri[...] age

Screen 2 (Map / Profile):

Jona[...]

The last time your path crossed

Near Baylis Road, SE1 Lo[...]
10[...]

What th[...] re passionate about

✔ Women's Advocacy
Hom[...] ess
✔ Education / Training

Screen 3 (Summary):

Summ[...]

You [...] ntly have
3 free dri[...]
[...] of which expires on 21/01/2017 12:36

Your gene[...] had benefited the follow[...] arities and projects

The Passage   Project Waterfall
Tre[...] ities
The Baytree Centre   [...] more...

Gift a coff[...]   Gif[...]

Drinks [...] ory

[...]ght   Redeemed

Annotation markers: H3, B, S, H1, H4, H2, L, F, CTA

Screen 1 (Selina3):

Selina3

Invite friends
Help us share the kindness and spread the word by inviting your friends to join Nicelings

Payment

Notification

Any feedbacks?

✔ Women's Advocacy   Health
Homelessness   Animals
✔ Education / Training
✔ Clean Water & Sanitation
Children & Youth   Environment

Screen 2 (Inbox):

Inbox

✕

Change your selection

Please select up to 3 causes you want to support.

Women's Advocacy ✔

Health

Homelessness

Arts & Humanities ✔

Animals

Education & Training

Water & Sanitation

Children & Youth

Environment

Update

Screen 3 (Invite Friends):

Invite Friends

Spread the word
We hope you love using Nicelings. Why not share the joy with your friends by inviting them to try it out themselves?

f   Facebook

✉   Email

💬   Message

Screen 1 (Settings)

H3 Se...

Invite friends
B Help us share the kindness and spread the word by inviting your friends to join Nicelings

Payment

H4 Notifi...

Any feedbacks?

✔ Women's Advocacy | Health
Homelessness | Animals
✔ Education **L** ning
✔ Clean Water & Sanitation
Children & Youth | Environment

Screen 2 (Inbox modal)

Inbox

✕

Change your sel... n **H2**

B Please se... to 3 causes you want to s... t.

Women's Advocacy ✔

Health

Homelessness

Arts & Humanities ✔

Anim **H4**

Education & Training

Water & Sanitation

Children & Youth

Environment

CTA Update

Screen 3 (Invite friends)

H3 In... riends

Spread the w... **H2**

B We hope you love using Nicelings. Why no... e the joy with your friends by invit... m to try it out themselves?

f Facebook **B2**

✉ Email

💬 Message

Left phone screen:

Settings

Notifications

Email

Messages

Account

Change my email

Change my password

About

Terms of use

Privacy Policy

Our Pricing

Log out

nicelings

Nicelings v1.0 2017

Deactivate my account

Right phone screen:

H3

Settings

Notifications

Email

Messages

Account

Change my email   H4

Change my password

About

Terms of use

Privacy Policy

Our Pricing

Log out   H4

S

nicelings

Nicelings v1.0 2017

Deactivate my accou   H4